

## Annual General Meetings of SMC and SMC Enterprise Limited held

The 32<sup>nd</sup> Annual General Meeting (AGM) of Social Marketing Company (SMC) was held on March 30, 2021 on the virtual platform. The AGM received, adopted and ratified the Directors' Report and the Auditor's Report for the Financial Year 2019-2020 and appointed auditors for the Financial Year 2020-2021. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC, presided over the meeting. Board Directors, Company Members, Managing Director & CEO of SMC along with senior officials of the company joined the meeting virtually.

On March 28, 2021, SMC Enterprise Limited (SMC EL) held its 6<sup>th</sup> Annual General Meeting (AGM) on the virtual platform. The AGM received, adopted and ratified the Directors' Report and the Auditor's Report for the Financial Year 2019-2020 and appointed auditors for the Financial Year 2020-2021. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC EL, presided over the meeting. Board Directors, Shareholders, Company Members and Managing Director of SMC EL along with senior officials of the company joined the meeting virtually.

## USAID delegates visited SMC Blue Star Program activities in Sylhet

A delegation from the United States Agency for International Development (USAID) visited SMC's Blue Star Program in Sylhet on February 9, 2021. Ms. Linda, Officer, OPHNE, Bangladesh, led the team and visited "Emon Pharmacy"- a Blue Star outlet at Sylhet Upashahar. The visiting team observed the activities of Mr. Jamal Pasha, a Blue Star Provider and also the owner of the pharmacy. They discussed various issues with the provider regarding client flow, maintaining privacy, cleanliness, procedure of administration of injectable contraceptives, waste disposal procedure, counseling techniques and reporting system.

Dr. Pushpita Samina from the USAID team, showed a keen interest in the referral system of suspected TB cases and checked the BSP register to see the recordkeeping method.

Mr. Mohammad Bahauddin Khandkar, Sales Manager, Sylhet; Mr. Nazrul Islam, Deputy Field Program Manager and other officials of SMC's Sylhet Area Office facilitated the visit. Mr. Islam also briefed the delegates about the overall activities of BSP.

Ms. Linda along with her team members appreciated the efforts of the provider and the program as a whole.



## SMC & SMC EL recognized highest sales performers for FY 2019-20



The Annual Sales Conference for FY 2019-20 of Social Marketing Company (SMC) and SMC Enterprise Limited (SMC EL) was held on March 1, 2021 through virtual platform. The theme of this year was “Growth Unlimited - Resilience & Continuous improvement.” The senior management members, sales teams from respective area offices, employees from head office, regional offices and manufacturing plants joined the conference remotely. On the occasion, the sales teams were recognized for their commendable achievement.

Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC and SMC EL graced the occasion as the chief guest followed by the kind presence of the honourable Directors, Mr. Muhammed Ali, Mr. Aftab ul Islam, Mr. Muhammed Farhad Hussain FCA, Ms. Rokeya Quader, Mr. Waliul Islam, Dr. Jahir Uddin Ahmed and honorable SMC Company Members, Ms. Rupali Haque Chowdhury, Mr. Syed Monjurul Islam, Dr. Farhana Dewan.

The FY 2019-2020 was a challenging year witnessing a global business shock due to the ongoing pandemic. Despite the fact, SMC EL achieved around 25.42% revenue growth during the period as mentioned by the Additional General Manager, Sales, Mr. Chandra Nath Mandal while presenting the yearly sales performance. He added that the sales team distributed around 5.4 crore cycles of oral

contraceptive pills, 16 crore condoms and 31 lac vials of injectables that protected around 57 lac couples in the country from unplanned pregnancies. In addition, the company sold 119 crore sachets of ORSaline-N, 2.78 crore sachets of MoniMix micronutrient powder, 698,682 blister packs of Zinc, 1.71 crore packs of Joya sanitary napkin and around 53,801 packs of Safe Delivery Kit.

On the occasion, the management awarded different individuals and sales teams for their brilliant performances. Mr. Mahfuzur Rahman, Sales Officer, Tangail was awarded as the Best Sales Officer of the year and Barishal Area Office received the ‘Grand Gold Award’ under the leadership of the Sales Manager Mr. Md. Nasir Uddin. Our Kushtia Area Office received the ‘Grand Silver Award’ under the leadership of the Senior Sales Manager Mr. Md. Anwarul Islam.

Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC and Mr. Abdul Haque, Managing Director of SMC EL congratulated the sales teams for their praiseworthy achievements. They urged to uphold the pace of the enthusiastic winning team in order to achieve accelerated growth in the next fiscal year also. In a separate occasion on March 10, 2021, the management team formally handed over the trophies to all the awardees at the head office in Dhaka.



Mr. Md. Nasir Uddin, Sales Manager, Barishal receiving the ‘Grand Gold Award’ trophy from MD, SMC EL for ‘Outstanding Sales Performance’ in FY-2020.



Mr. Md. Anwarul Islam, Sr. Sales Manager, Kushtia, receiving the ‘Grand Silver Award’ trophy from MD, SMC EL for ‘Excellent Sales Performance’ in FY-2020.

## SMC feels proud to recognize the excellent service of Dr. Amal Krishna Paul

SMC awarded Dr. Amal Krishna Paul, MRCP, MRCGP, Consultant, Medicine, SMC Niltara Clinic, for his dedicated service towards humanity to fight against COVID-19 pandemic. On February 22, 2021 the award giving ceremony was held at SMC's own premises at 18<sup>th</sup> floor where Mr. Toslim Uddin Khan, Chief of Program Operations (CPO) and other senior officials of SMC attended the session. Mr. Sidduqur Rahman Choudhury, Chairman of the Board of Directors of SMC and SMC EL; Mr. Md. Ali Reza Khan, Managing Director & CEO, SMC; Mr. Abdul Haque, Managing Director, SMC EL and other senior members of the management of both SMC & SMC EL joined through virtual platform. The event was moderated by Dr. Salah Uddin, Head of Training and Service Delivery, SMC.

In Niltara Clinic, Dr. Paul not only rendered the medical support to the COVID patients but also extended his consultation to the pregnant women during the critical hours of the outbreak of



pandemic where hospitals and clinics were mostly closed in the vicinity. Applauding his proficiency, noble initiative and courageous effort, the Chairman recognized Dr. Paul as an asset of the company. The MD & CEO of SMC said that the management also believes in the coming days the endeavor of this 'COVID HERO' would be continued in serving the mankind. On behalf of SMC management, the CPO handed over an appreciation certificate, a crest along with prize bonds to Dr. Paul and said that his enthusiastic and fearless effort significantly contributed to uphold SMC's social commitment. Dr. Paul extended his sincere thanks and gratitude to the Chairman and the SMC management for honoring him in such a befitting manner.

## SMC utilizes its own fund to widen its health networks



As a part of its continuous effort to expand its star branded networks utilizing its own fund, SMC's Program Division successfully completed basic training sessions for 1,200 Blue Star and 400 Green Star providers. During these sessions, providers have been trained on injectable contraceptives, child nutrition and MNP, management of diarrhea, use of Zinc, family deworming, case identification and referral of TB & LAPM, preventive measures of viral fevers including COVID-19. Due to the ongoing pandemic, these training sessions were conducted by ensuring proper physical distancing, using of mask and hand sanitizer. This initiative of program implementation has already added value reflecting a substantial increase in sales and services. SMC management anticipates that these providers will also significantly contribute to the growth of SMC's pharmaceuticals and other consumer products in the coming days.

The election of the Collective Bargaining Agent (CBA) of SMC EL was held on December 9, 2020. After a regular interval of two years, the election took place between two contestants: (1) 'SMC Enterprise Limited Sromik O Karmachari League' (Registration no: B-2170) having the symbol 'Elephant' and (2) 'SMC Enterprise Limited Sromik O Union' (Registration no: B-2171) having the symbol 'Umbrella'. The Human Resources and Administration Division of SMC EL organized the event in three locations (SMC Head Office, Bhaluka and Cumilla Factory) where 448 permanent graded staff participated and casted votes for their preferred candidates.

The Chief of Factory Management, Chief Financial Officer and GM, HR and Admin joined the inaugural session and addressed the organizing team to make it successful. Members from the management and CBA representatives were also present at the polling

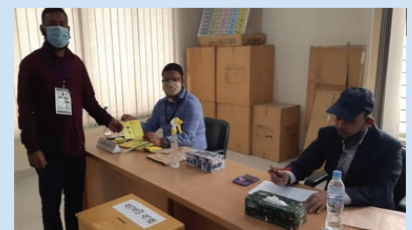
centers as a part of the electoral process.

On behalf of the Labour Directorate of the Ministry of Labor and Manpower, the electoral activities were supervised by Ms. Masuda Sultana, Assistant Director and Mr. Monir Hossain, Statistics Assistant, respectively as the presiding officer and the polling officer.

To ensure congenial atmosphere in the polling center, members of the law enforcing agency was deployed at all three locations.

The Election was conducted peacefully in a very festive mood with spontaneous participation. The result of the election was published through gazette notification on the following day, 10th of February 2021. According to the gazette notification 'Umbrella' team won by 123 votes getting 62.97% of total casted votes.

## CBA Election 2020: A successful event by SMC EL



## SMC's fourth-generation pill obtained prominence at FMCH



With an aim to promote 'SmarPill', the newly launched SMC's fourth-generation Oral Contraceptive Pill (OCP), the Kushtia Area Office of SMC EL organized a seminar in the Department of Obstetrics and Gynecology (Obs & Gynae) on February 10, 2021 at Faridpur Medical College Hospital (FMCH). Altogether 24 female doctors participated in the

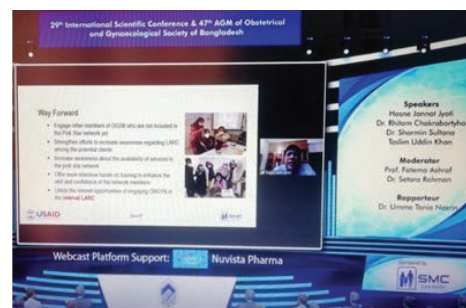
seminar. Assistant Professor & Head of the Department, Dr. Dilruba Zeba was present as the Chairperson. Mr. Md. Anwarul Islam, Senior Sales Manager, Kushtia presented an overview of SMC's contribution to the family planning (FP) program in the country and highlighted the rationale of introducing the new pill along with its efficacy and benefits. Mr. Anwar also mentioned that according to BDHS 2017, 12% of married women have an unmet need of contraceptive methods where SmartPill can play an instrumental role. The keynote speaker, Dr. Ratna Poddar, FCPS, Consultant (Obs & Gynae) presented 'SmartPill' to

the participating doctors and answered their queries as well.

The Chairperson, in her remarks, thanked SMC EL management for introducing the fourth-generation pill. She mentioned her preference about SmartPill for its extra androgenic benefits and also its effectiveness in preventing Pre-Menstruation Dysphoric Disorder (PMDD) in adolescent girls. It is pertinent to mention here that considering the market demand of a suitable method, SmartPill is launched in two different doses – 'SmartPill' and 'SmartPill Lite' with almost zero side effects.

## SMC attended the International Conference of OGSB

SMC participated in the 29<sup>th</sup> International Scientific Conference of Obstetrical and Gynecological Society of Bangladesh (OGSB) which was held via online digital platform during March 26-27, 2021. All OGSB members and OBGYN from different countries attended the conference. Mr. Toslim Uddin Khan, Chief of Program Operations of SMC showcased the private sector initiatives of SMC for escalating the use of Long Acting Reversible Contraceptives (LARC) through the OBGYNs. On the occasion, SMC invited all the OBGYNs to participate and contribute in SMC's initiative to create awareness among the potential clients of LARC.



## GMP Campaign: The proactive and passionate initiative of BSPs

SMC Blue Star network providers are committed to offer quality services to the community. As a part of their noble initiative, some of the Blue Star Providers (BSPs) took initiative to organize a "Growth Monitoring and Promotion (GMP) Campaign" at their own communities with the technical guidance from SMC program operations team.

Considering the importance of child nutrition and their growth monitoring, the campaign was focused to build awareness among the parents of the children under-5 years of age. This practice will eventually increase the volume of nutritional service, enhance access to the service and will help to address the missing opportunities of child nutrition services required by the people in the community.

A total of 15 "GMP campaign" were organized across the country during the period from December'20 to January'21 where about 2,457 parents attended along with their children. Apart from discussing the growth pattern with the parents and counseling on



child nutrition with the need for micronutrient supplement (SMC MoniMix), BSPs' offered multiple child health services during the campaign which included taking measurements, completing the growth chart, distribution of GMP card, referring severe malnutrition cases to the specialists/hospitals along with other limited care.

This special campaign provided micronutrient supplement (MoniMix) services to 1,906 children, amongst them 29 children were identified with different forms of malnutrition together with other complications and were referred to the nearest hospital/specialists.

In this context, Dr. Salah Uddin Ahmed, Head of Training and Service Delivery (TSD), Program Division, said, "This is a very innovative initiative taken by the Blue Star providers with the guidance from our Program Officers (POs) which has created a lot of interest among the parents/caregivers. He further said that we are planning to disseminate this innovative idea among all BSPs for the successful implementation of GMP program as well as overall nutritional activities of SMC."

## Experience Sharing and Performance Review Meeting of OBGYN held at Rajshahi and Chattogram regions



SMC continued its efforts to engage the Obstetricians and Gynecologists (OBGYNs) to promote the Long Acting Reversible Contraceptives (LARC) through their private facilities. Keeping the mission in mind, SMC's Pink Star Program convened 'Experience Sharing and Performance Review Meeting' with OBGYN doctors in Rajshahi and Chattogram on March 10 and 15, 2021 respectively. The meetings focused on LARC performance review, sharing best practices and discussion on way forward. Good performers were recognized in the meetings for their contribution and shared views in the panel discussion. Due to the pandemic,

the sessions were held by maintaining safety guidelines.

A total of 70 OBGYNs under the Pink Star program attended the sessions. Professor Dr. Farhana Dewan, President Elect, Obstetrical and Gynecological Society of Bangladesh (OGSB) along with the President and Secretary General of respective OGSB branches, Divisional Director, Civil Surgeon, DDFP of Chattogram, Deputy Civil Surgeon of Rajshahi and Mr. Toslim Uddin Khan, Chief of Program Operations, SMC were present on the occasion.

### SMC EL steps in to the skin care market



**Round Jar**  
SMC Pure Petroleum Jelly with Vitamin E and Lemon (15 ml Jar and 50 ml Jar)



**Square Jar**  
SMC Pure Petroleum Jelly with Vitamin E (15 ml Jar)

SMC Enterprise Ltd launched its first ever skin care product "SMC Pure Petroleum Jelly" in February 2021 with a mission to penetrate the skin care market. Enriched with 'Vitamin E' and Lemon extract, this high-quality product is available in 15 ml and 50 ml sizes at a competitive price. During product testing, 70% of the respondents preferred SMC's petroleum jelly over its competitors' products.



**Smile's new campaign with Shakib**

The new campaign of Smile Baby Diaper was launched recently with its brand ambassador and world-famous cricket all-rounder Shakib Al Hasan. A TV commercial of this new campaign was broadcasted in various local satellite TV channels in February 2021. The campaign was also launched on popular digital platforms like Facebook, IMO, Truecaller and important online portals as well.



### SmartPill sponsored Women Leadership Award & Expo 2021

SMC SmartPill sponsored the 'Women Leadership Award and Expo 2021'. The prestigious event was inaugurated by Mr. Atiqul Islam, Honorable Mayor, Dhaka North City Corporation on March 12, 2021 at the Hotel Westin Dhaka. Dr. Dipu Moni, Honorable Minister of Education, Government of Bangladesh joined

the program virtually. SMC Enterprise was given a memento in recognition to its contribution made for the well being of the women in different fields. Mr. Khandaker Shamim Rahman, General Manager, Marketing and Mr. Chandra Nath Mandal, Additional General Manager, Sales received the same on behalf of the company.

## 'RTV SMC MoniMix Award - 2020' held



'RTV SMC MoniMix Award - 2020' feels proud to recognize the illustrious contributions made by individuals and organizations in the field of child development. Like every year, the award giving ceremony was held in a local hotel on January 23, 2021. The event was ennobled by the presence of popular national celebrities, educationists, development partners, members of the civil society and dignitaries from the government and semi-government organizations along with senior officials of SMC. Like previous years, this award giving ceremony was live on RTV screen and its Facebook page as well.

In recognition of its outstanding contribution in the child development sector in Bangladesh, five ingenious individuals and one organization were honored with the RTV-SMC MoniMix Inspirational Award 2020. Awardees in the individual category

included: educationist Mr. Lutfar Rahman, this educationist known as the 'Master of One Taka' for his contribution to childhood education; Ms. Syeda Munira Islam, a social worker for her exceptional contribution to children with special needs; Mr. Dilip Chakraborty, national athlete for his contribution to children sports; Mr. Ashikuzzaman Ashik, an educationist for running a school exclusively for Munda Community and Mr. Sadat Rahman for developing a mobile application to prevent cyber bullying. In the organization category, Bulbul Academy of Fine Arts (BAFA) was also awarded for its commendable role in its respective field. Mr. M. A. Mannan MP, Planning Minister; Mr. KM Khalid, State Minister for Cultural Affairs; Dr. Md. Enamur Rahman, State Minister, Disaster Management and Relief; Mr. Mia Seppo, UN Resident Coordinator in Bangladesh; Mr. Ito Naoki, Japanese Ambassador to Bangladesh; Mr. Guner Ureya, Ambassador of the Republic of Kosovo to Bangladesh and Mr. Syed Ashique Rahman, CEO of RTV spoke on the occasion.

Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC and SMC EL; Mr. Md. Ali Reza Khan, Managing Director & CEO, SMC and Dr. Alia El Mohandes, Senior Health Advisor of USAID Bangladesh addressed the audience through video messages. Mr. Toslim Uddin Khan, Chief of Program Operations of SMC joined the program and shared his remarks in the event.

## Three Gold Star Members honored with 'Joyeeta Award'

'Joyeeta Onneshone Bangladesh' is a government-initiated program by the department of Women Affairs under the policy guidance of Ministry of Women's and Children Affairs. The award carries invaluable recognition from the Government of Bangladesh (GoB) to encourage women who face odds and challenges confidently to survive in the society. Every year on 9<sup>th</sup> December, on the occasion of 'Rokeya Day', GoB recognizes few women for their success and contribution in particular areas including economics, social development, education, employment, successful mother and prevention of repression.

In 2020, three Gold Star Members (GSMs) under the USAID-supported Notun Din Program received this prestigious award.



**Ms. Fatema Begum**, a young GSM from Akhaura Upazila under Brahmanbaria district, received the Joyeeta Award for being a successful women entrepreneur under the category 'economics'.



**Ms. Jesmin Begum**, from Kulaura Upazila under Moulvibazar district, was very poor before starting her business as an entrepreneur in 2013. She has been selected under the 'economics' category and being honoured with the Joyeeta Award for her excellent role at the community level in her own village.



**Ms. Nilufa Akter**, a GSM of Pakundia Upazila under Kishoreganj district achieved Joyeeta Award for her success in the 'prevention of repression'. She made herself one of the greatest examples of bravery as a combatant against repression. She was awarded from both the Upazila and district level and nominated for the division level.

**Chief Editor:** Md. Ali Reza Khan; **Published by:** Corporate Affairs Department; **Acknowledgement:** All departments for providing information; **Address:** SMC Tower, 33 Banani C/A, Road - 17, Dhaka - 1213, Bangladesh.  
**PABX:** +88-02222275074-80, +88-02222275090 & +88-02222275093; **Website:** www.smc-bd.org